

A *Bettr*World in 2022

OCEANS



OCEAN CONSERVATION TRUST



The Ocean Conservation Trust is a global Ocean conservation charity acting now towards a vision of healthy Oceans.

Their Ocean conservation efforts focus on behaviour change and habitat restoration. Both are interconnected, and are vital to achieving their vision

They work tirelessly to connect people to the Ocean with an optimistic and solutions-based approach, centred around physical and emotional connections with nature.



LAND



WWF AMAZON APPEAL

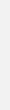


Deforestation in the Amazon is increasing, with an area of rainforest roughly the size of a football pitch being destroyed every 12 seconds. This deforestation is driven by cattle ranching, large-scale agriculture, road and hydropower infrastructure, mining and logging.

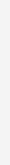
Every hectare of the Amazon that is destroyed pushes the rainforest closer to collapse. And if we lose the Amazon, we lose the fight against climate change. Some scientists estimate that if we lose another 5% of the Amazon, it will trigger an irreversible 'tipping point'. Passing this tipping point could stop the Amazon's ability to recycle water.



BORDERS LAND



BORDERS FOREST TRUST

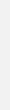


Borders Forest Trust is a charity established to restore native woodland habitats to Southern Scotland, an area with the lowest percentage of native woodlands in mainland Scotland. Since 1996, they have been working towards planting trees, restoring peatlands and other natural habitats, enriching the biological diversity of around 31 sq km in the Southern Uplands.

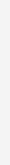
They aim to demonstrate large scale ecological restoration in action, and inspire landowners, statutory bodies, local communities and policy makers to embrace this alternative model for land use and conservation.



BORDERS RIVERS



GREEN TWEED ECO



Having successfully organised beach cleans in East Lothian Green Tweed Eco developed a series of river cleans along the River Tweed and its tributaries. These began with local events in Melrose before the first event under the GreenTweed Eco banner; 7Towns1River. 196 volunteers from towns and villages between the source and the sea collected 2,200kg of rubbish from the main river. 7Towns1River led directly to the current Great Borders River Clean involving over thirty communities on rivers and waterways across the Scottish Borders. The Great Borders River Clean is now one of the biggest river clean events in the United Kingdom.

